SITXEVT018A Develop a transport strategy for an event

Release: 1

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Modification History

Not applicable.

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to identify the transport needs for an event and develop an appropriate transport strategy.

Application of the Unit

This unit applies to individuals organising events in any industry context. It is particularly relevant in the community, cultural, sporting and tourism sectors where event management is a key activity. This unit has particular application in the transport industry, where transport companies may be called upon to work on the development of an event transport strategy. The unit does not cover the specialist skills required to manage and monitor large transport fleets, as these roles are undertaken by individuals working as transport specialists.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Nil

Employability Skills Information

The required outcomes described in this unit of competency contain applicable facets of employability skills. The Employability Skills Summary of the qualification in which this unit is packaged will assist in identifying employability skills requirements.

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.
Performance criteria describe the required performance needed to demonstrate achievement of the element. Where **bold italicised** text is used, further information is detailed in the required skills and knowledge and/or the range statement. Assessment of performance is to be consistent with the evidence guide.

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Elements and Performance Criteria

Elements and Performance Criteria

Element		Performance Criteria	
1	Analyse transport needs.	1.1	Determine overall event transport needs based on analysis of **key event information**.
		1.2	Identify and assess specific transport needs of different **event stakeholders**, including those with special needs.
		1.3	Determine need for **specialist assistance** and involvement of **authorities** in the transport planning process.
2	Develop strategies to meet differing transport needs.	2.1	Identify and assess various **transport options and resources** in consultation with relevant suppliers.
		2.2	Assess the particular **transport issues and risks** presented by event location and geography.
		2.3	Analyse the legal, safety and insurance issues as they relate to event transport.
		2.4	Analyse and incorporate particular transport issues and risks into transport strategy development.
		2.5	Evaluate impacts of **broader event management constraints and issues** as they relate to event transport.
		2.6	Consult with and gain input from relevant event stakeholders about transport strategies at appropriate times prior to the event.
		2.7	Develop **evaluation criteria** for the transport strategy in consultation with stakeholders.
3	Develop transport logistics plan.	3.1	Develop and document specific **procedures to address transport operational requirements**, considering potential new and improved approaches if appropriate.
		3.2	Identify critical tasks and allocate responsibilities and timelines.
		3.3	Allocate transport resources to maximise efficiency and usage.

		3.4	Integrate **human resource requirements** into the logistics plan and liaise with appropriate colleagues.
		3.5	Develop and articulate **contingency and critical incident procedures** within the logistics plan.
		3.6	Provide **briefings and relevant information** to those involved in provision of transport services and to other stakeholders.
4	Evaluate transport strategies.	4.1	Evaluate efficiency and effectiveness of the transport strategy based on agreed evaluation criteria.
		4.2	Ensure outcomes of evaluation are incorporated into future event preparations.

Required Skills and Knowledge

This section describes the essential skills and knowledge and their level, required for this unit.

The following skills must be assessed as part of this unit:

planning and organisational skills to develop and manage transport logistics

research and critical thinking skills to source and analyse information on transport options

communication and negotiation skills to consult with stakeholders and negotiate arrangements with suppliers

contingency management skills to address transport problems

literacy skills to develop complex plans and documents for the management of event transport

numeracy skills to work within event budgets and develop different scenarios for consideration.

The following knowledge must be assessed as part of this unit:

broad event management process and role of transport planning in relation to other event management functions

types of events that require the development of dedicated transport strategies

sources of specialist assistance for complex transport planning

different transport alternatives for consideration in the planning process

general operational knowledge of the various transport options, including private and public variations for air and land transport

technology and equipment used for coordination of transport services

legislation, regulations and industry codes that affect transport planning

risk management issues associated with event transport

resource requirements for a transport strategy, including financial, human and physical resources.

Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, the range statement and the Assessment Guidelines for this Training Package.

Critical aspects for assessment and evidence required to demonstrate competency in this unit	Evidence of the following is essential:
	ability to analyse transport needs for an event and develop appropriate strategies and transport logistics plans
	knowledge of the factors to be considered when developing an event transport strategy and the particular risk and contingency management issues
	demonstration of skills through the development of a transport strategy and logistics plan for at least one complex event.
Context of and specific resources for assessment	Assessment must ensure:
	use of current information and resource options to develop the strategy
	involvement of and interaction with stakeholders and suppliers as part of the planning process.

Methods of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

evaluation of event transport strategies and operational plans prepared by the candidate

case studies to assess candidate's ability to develop transport strategies for a range of different events

questions to assess detailed knowledge of different event transport issues and options

review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate.

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

Assessing employability skills

Employability skills are integral to effective performance in the workplace and are broadly consistent across industry sectors. How these skills are applied varies between occupations and qualifications due to the different work functions and contexts. Employability skills embedded in this unit should be assessed holistically with other relevant units that make up the skill set or qualification and in the context of the job role.

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording in the performance criteria is detailed below.

Key event information may include:	general nature of event
	event management structures
	level of government involvement
	location
	dates and times
	duration
	number and type of activities, such as sport or individual programmed events
	numbers attending
	scope of physical staging elements.
Event stakeholders may include:	organising committees
	media
	participants, competitors and delegates
	officials
	spectators or audiences
	VIPs
	volunteers and paid staff
	authorities, such as local government, emergency services and roads authorities.
Specialist assistance may include:	transport experts
	local authorities
	emergency services.

Authorities may include:	local government
	state government, such as state roads authorities
	emergency services, including police, ambulance and fire service
	other industry bodies, such as certifying bodies.

Transport options and resources may include:	public transport system, including:
	trains
	bus network
	ferries
	light rail and trams
	private transport system, including:
	airlines
	coach services
	taxis
	hire cars, minibuses and limousines
	private vehicles
	charter services
	dedicated disabled transport, including taxis and buses
	animal transport.

Transport issues and risks may relate to:	general nature of location, such as major metropolitan, regional, country or remote
	restricted access
	road surface or terrain
	distance between event venues
	distance between event venues and other facilities such as accommodation and service centres
	distance between accommodation providers and venues
	traffic issues, such as peak periods and traffic regulations.

Broader event management constraints and issues may include:	overall event management structures
	specific event objectives
	budget
	human resources
	other staging requirements
	factors external to the event, such as other events.

Evaluation criteria may relate to:	service quality
	environmental targets
	financial targets
	attendance targets
	time targets for movement of people and equipment.

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Procedures to address transport operational requirements may relate to:	contacting relevant authorities for information and permission
	available transport and timetables
	contingency and backup transport options
	security
	vehicle refuelling
	parking
	pick-up and drop-off procedures
	human resource requirements, including marshals, guides and drivers
	training requirements
	adequate provision for buses
	emergency services presence and access
	arrival of clients - dump or trickle
	adequate provision for disabled people.
Human resource requirements may include:	drivers
	guides
	volunteers
	marshals
	interpreters
	on-site supervisors.
Contingency and critical incident procedures may relate to:	equipment breakdown
	traffic problems
	adverse weather
	event staff sickness
	internal and external delays to event.

Briefings and relevant information may include:

summary procedures

emergency contact details

contingency procedures

maps and other geographical information, including route maps between venues and sites and information for venues, sites and local area.

Unit Sector(s)

Cross-Sector

Competency field

Event Management